FINANCIAL MANIPULATION

How money, markets and misinformation intersect online

From awareness to resilience

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Different platforms. The same manipulation playbook.

1

AUTHORITY

“This person knows best.”

2

SOCIAL PROOF

“Everyone is doing it.”

3

SCARCITY

“Today only.”

4

EMOTION

Fear, hope, greed.

5

DISGUISED PERSUASION

Advice that is really advertising.

1 in 4 young people would consider following investment or crypto advice from a celebrity or finfluencer.

Fraudsters do not sell a product. They sell trust, urgency, status and hope.

Influence: let the temptation work first

JONATAN MEDART

“Don’t follow your hero with your money”

A luxury yacht. A private Telegram group. The promise of quick and easy money. Then comes the reveal.



516.294	1.385.062	BISOU
organic views	paid views	Most Original Influencer Campaign

We used the language of manipulation to make manipulation visible.

From easy money to free coins



5M+

social media views

FINFLUENCER	GAMING
Get rich quick	Free coins
Status and luxury	Rewards and play
FOMO on profits	FOMO on items
Telegram group	Fake website / survey

Meet people where the manipulation happens.

Experience: build reflexes, not checklists

MOBILE ESCAPE GAME

The Hacker Hotline

1.966
participants

95
organisations

71
cities & municipalities

19.000 km
awareness on the road



Experience → reflect → recognise → act

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Hacker Hotline 2.0: practise before the real pressure

HELPERS vs. HACKERS

Change passwords • 2FA • Updates • Suspicious links • Unrealistic offers

1 DECIDE

Play a card

2 EXPERIENCE

See the consequences

3 DISCUSS

Reflect together

4 REPEAT

Strengthen the reflex

2,000+ copies distributed

Mediawijs Impact Award

Turn knowledge into a safe, repeatable reflex.

Hacker Hotline 2.0: practise before the real pressure



Turn knowledge into a safe, repeatable reflex.

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Practice: digital inclusion is fraud prevention



DIGIHANDIG

A safe place to practise unsafe situations

- Recognising fraud
- Secure passwords
- Safe online search
- Mobile banking
- Online shopping
- QR codes

Practise → build confidence → recognise → act safely

Technology does not replace human support. It strengthens it.

THE NEXT FRONTIER

What if AI makes the scam more believable?

What looks real is not automatically reliable.

Our next step: an immersive game for older people, using AI-generated content to practise distinguishing authenticity from manipulation.

Looking more carefully is no longer enough.
We need new verification habits.



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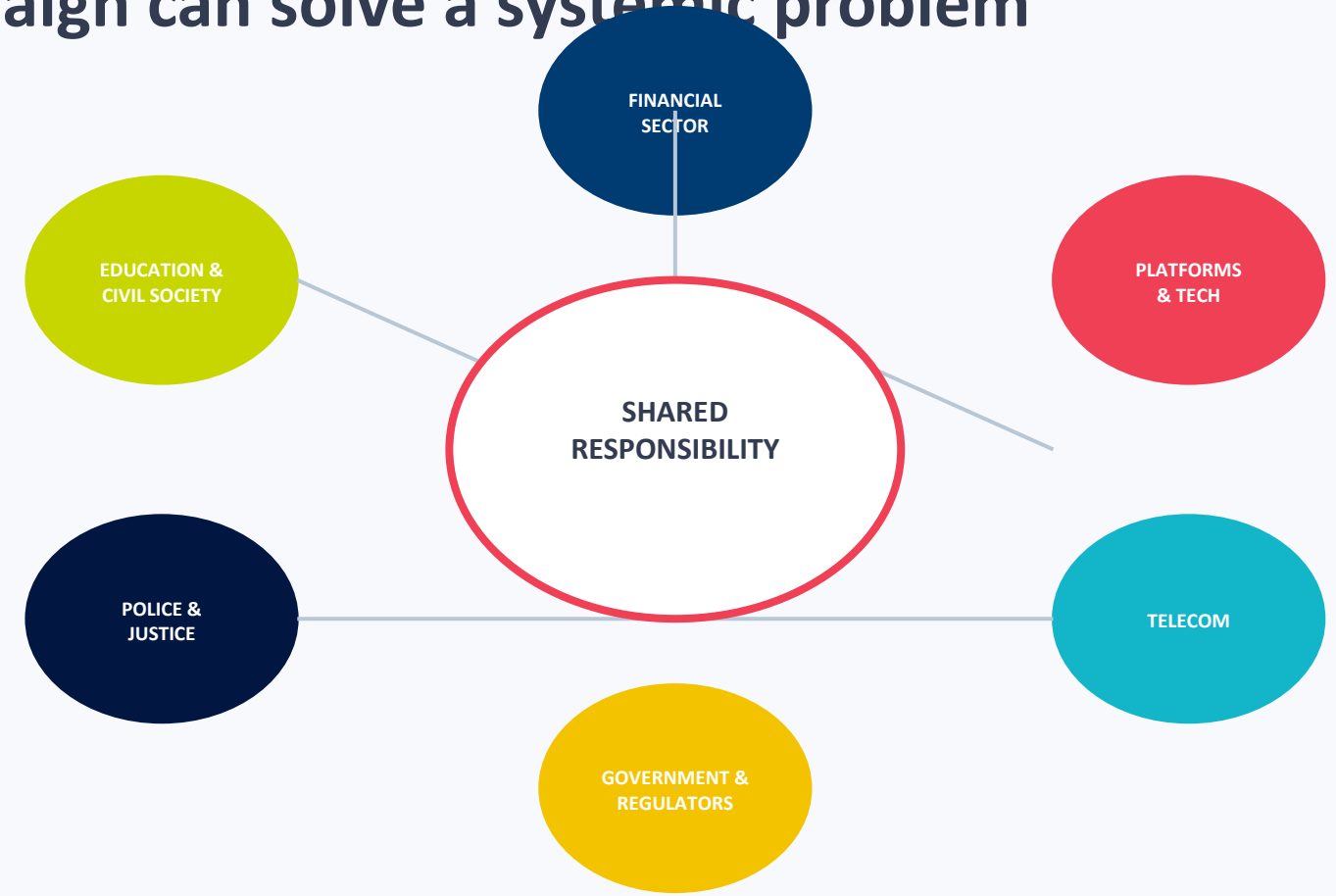
No single campaign can solve a systemic problem



1 Meet people where they are.

2 Move from information to rehearsal.

3 Combine innovation with shared responsibility.

Fraudsters innovate to manipulate. We must innovate to build resilience, without leaving anyone behind.